

To analytical study about Impact of Covid-19 on Hotel industry with their Recovery Strategies

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Abstract—This study focuses on the impact of Covid-19 and the possible recovery roll-out of the hotel Industry. This is the single most important way the hospitality industry can develop trust from customers. There are two critical aspects here what you do to keep them safe, and how you communicate about what you are doing. Hotels found they could cut the rate of transmission of the virus among their own workers through universal masking, universal precautions and cleaning protocols. Some portion of the staff of all big businesses will be infected because of the high prevalence in communities. Whether employees attribute that infection to hotel business will be largely related to the efficacy of safety measures, and how well communicated that this was hotels top priority. The Covid-19 is a black swan event which has affected each and every industry in the world, however the effect it has had on the Travel & Hospitality sector in a very short period of time has been unseen or unheard of. The virus has unleashed itself across the world and India is no outlier, have been witnessing a steady increase in the number of active cases on a daily basis. The common consensus backed by medical experts has been that isolation and lockdown are the first steps in slowing down the spread of this virus.

Keywords—Hotels, Sanitization, Disinfection, Guest

1. INTRODUCTION

In response to the corona virus pandemic the hospitality industry accepting and rooting new housekeeping practices. Hotels have to started dealing with covid-19 on a number on fronts. Many hotels like Hilton, Marriott and Hyatt announced new task over the past week at their combined 68 brands including more that 100 countries to consult with experts and implement new ways to keep guest safe. As with most global restrictions organizations are not aware whether these changes will be temporarily or long term but many brands started extra precautions for guest.

The hospitality industry has been witness to constant innovation and disruption from economic slowdown to one of the worst covid-19 which has shut down the world. As the world tries figure out in which it can deal with pandemic and open up for business the need and wants of traveller will evolve and change. Post recovery hotel will must likely include new-age technologies related to booking engines, mobile apps, digital concierge service, automated check-in, and check-out key less entry system. Corona virus has upended the hospitality industry and savvy hoteliers across the world will use this downtime to identify technologies that can help them thrive in the post of covid environment. There is requirement of upgradation, technology adaptation and training for the staff. The process of creating clear standard operating procedure for various areas, keeping manual and automatized sanitation for guest your hotel is nothing less than a home away from home. As such they expect to feel comfortable and safe when they stay with hotel creating this welcome environment will be even tougher as the corona virus pandemic flaves up across the country. Hotel with housekeeping team through can make accommodation impeccable way.

Its tough time time for hotels, travelers are staying home to protect themselves from covid-19. There fear wont allow alleviate the end of government restrictions either it is important to ensure that hotel should have policies and procedure in place to minimize the risk and impact upon guest. There are some basic things that hotel can doing as an industry to care of guest. Additional cleaning routine including light switches, remote control and key cards are being adopted across industry. Making hand Sanitizer available on entry to reach areas especially but not limited to the lobby and restaurant is also a great way to minimize a the spread and risk. Hotels always respect to high hygienic standards, due to covid-19 however excellent hygienic process will be required in all areas of the facilities. From the banquet halls to the elevators from the rooms to the common areas everything must be sanitized and safe at all times. Guidelines for the management of

covid-19 in the accommodation sector have been published on WHO website. The world health organization recommends avoiding the use of clothes or other absorbent material preferring disposable materials.

Communicating hospitality in the time of covid is important in this moment of isolation. It is essential to stay close to the guest maintaining a continuous and positive relationship with online community. Hotel can update them on the security measures that hotels are implementing to improve hotel and ensure the safety. The growth of the unbranded and alternate accommodation (Home Stays, Hostels, Airbnb's etc) segment in India. The last 5 years has seen tremendous supply growth in this category, with small property owners converting their assets into guest houses, Backpackers hostels and Home-stays, choosing to either operate such properties themselves as a side gig or leasing their assets to other professional operators. The demand for this was primarily driven by millennial travellers who have been smitten by the travel bug.

Social media platforms such as Facebook, Instagram and Twitter have been extensively used by travel bloggers and influencers, often recruited by State Tourism Ministries, Travel Magazines and other market players like MakeMyTrip, Tripoto etc to advertise domestic tourism and motivate people to explore India. The fact that we have the largest train network in the world and a growing network of flights covering each and every corner of the country has logistically made it much easier for us to explore our vast country as compared to 10 years ago.

While marketing has played a key role in mobilizing travellers, better affordability thanks to a myriad of accommodation options ranging from pocket & youth friendly backpackers' hostels to boutique BnBs and Homestays have offered something for every kind of traveller depending on budget and requirement.

2.OBJECTIVES

1. To identify current status and operations of hotels in covid-19 pandemic.
2. To identify challenges during and post covid-19 for hospitality sector.
3. To identify suggestive ways and practices for hotels during covid-19.

3.RESEARCH METHODOLOGY

The present study was undertaken through extensive study of secondary data, mainly from magazines, newspapers, world wide web, ministry and hotel association reports like that of WHO and fssai. The main aim was to get insights of present hospitality pandemic situation and to search various challenges faced by industry. Primary data from personal interview with industry experts, managers of hotels.

4. LITERATURE REVIEW

4.1 ENHANCED DISINFECTING PROTOCOLS

Hotels are implementing more protocols to disinfects. Cleaning public spaces and specific high touch area is must important. Hotels are experimenting with new sanitation technology also. Hilton and Marriott are introducing equipment like electrostatic players and testing ultra violet light technology on hotel items.

4.2 EMPHASIZE ON SANITIZING TOOL

Hotels have to continuous disinfect and wipe in high traffic area tools which include elevator, staircases, lobby furniture, restaurant furniture and so on. Hotels have to remove pen, paper and guest directory from the room with other technological alternatives. Installation of more sanitary stations in public area is important.

4.3 CONTACT FREE CHECK-IN AND ROOM ACCESS

With social distancing so pivotal in preventing covid-19 spread, reducing contact with other is priority. For hotels that mean tweaks to the check-in process are too. Smart phones app based technology is helping with simple mobile app guest are able to do check-in and check-out, unlock their room, order room service and even can make amenities booking, thereby reading leading to seamless experience and reduce there dependability on hotel staff. In fact, PMS can be used with mobile concierge apps to help engage with guest without personal contact across most operations from check-in to in room dining. The new technological upgradation has made the operations smooth personalized and hustle free.

4.4 REMOV DECORATIVE AND NON-ESSENTIAL

The corona virus can live for up to three days on hard surfaces such as plastic and metal so it is essential to remove decorative and extra items from guestrooms well as public areas. Many experts suggest that those staying in hotel remove decorative throws and pillows as these aren't often laundered after each guest use them. This task is easier on visitors by storing these and other items that could hold onto virus practicals.

4.5 MANAGING EMPLOYEE HEALTH

Instruct employee with symptoms associated with covid-19 to report them to their managers. Instruct sick employees to stay home and hotels have to consult with the local health department for additional guidance. If an employee is sick at work send them home immediately. Clean and disinfect surfaces in their workplace. Others at the facilities with the close contact of the employee during this time should be considered exposed. Implement workplace control to reduce the transmission among employees. Emphasis effective hand hygiene including washing hands for at least 20 seconds especially after going to bathroom before eating and blowing nose, coughing and sneezing. Before preparing and eating a food always wash hands with soap. Cover the cough or sneeze with a tissue then throw the tissue in the trash and wash hands after.

4.6 MANAGING OPERATIONS IN SERVICE ESTABLISHMENT

Continue to follow established food safety protocol and best practices for retail food establishment and important to covid-19 recommendation. When changing normal food preparation procedure, service delivery functions or making staffing changes apply procedure to ensure safety measures. Help to customers to maintain good infection control and social distancing cooked foods reached the proper internal temperature prior to service or cooling. Distancing operations such as salad bars, buffets and beverage service station that requires customers to use common utensils or dispensers wash, rinse and sanitize food contact surfaces, dishwasher utensils, food preparation surfaces and beverage equipments after use. Proper training for food employees with new or altered duties and that they apply the training according to established procedures. Corona virus in safety will be that of food service. The goal is always the same to minimize contacts and ensure social distancing.

The tables inside the room must be at a minimum distance of one meter, the waiters must wear face masks. The buffets must be avoided and, in cases where this is not possible, stratagems must be found to allow each guest to come into contact only with the food he will consume and to maintain a distance of one meter with the others. For example, you can think of ready-made portions, dispensers of jams and similar products. Glasses and cutlery must be disposable, made of paper in order to be sustainable. Some accommodations may think of offering breakfast in the room, or meals in comfortable takeaway baskets, which can be consumed by travelers where they prefer.

4.7 CANCELLATION POLICY

Among the things hotels have learned in this period is that anything can happen, anytime. In this phase still characterized by uncertainty, where you cannot be sure of what will happen, it is essential to allow our guests to cancel their reservation at any time and at no cost.

CONCLUSION

This study conclude various suggestive ways for hotels during covid-19 situation. The number one consideration post Covid-19 will be on health and safety which translates into hygiene and sanitation issues of the hotel. The key is to provide physical evidence of the hotel's concern for health and safety.

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